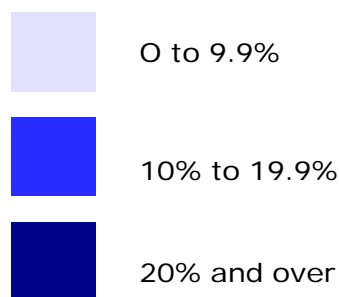
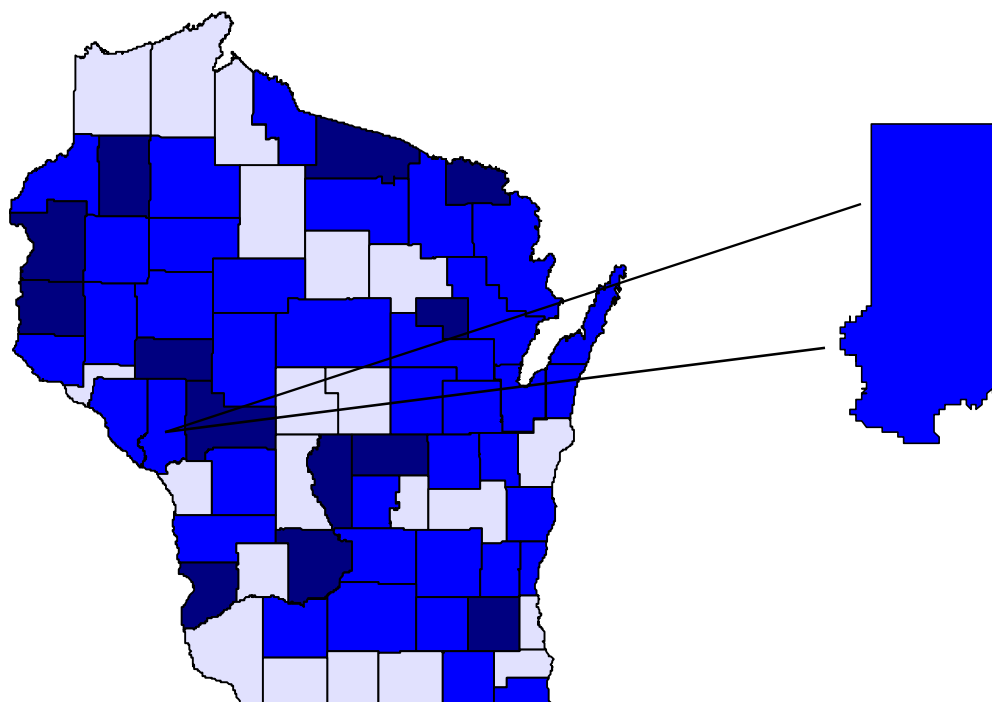


Trempealeau County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Trempealeau County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

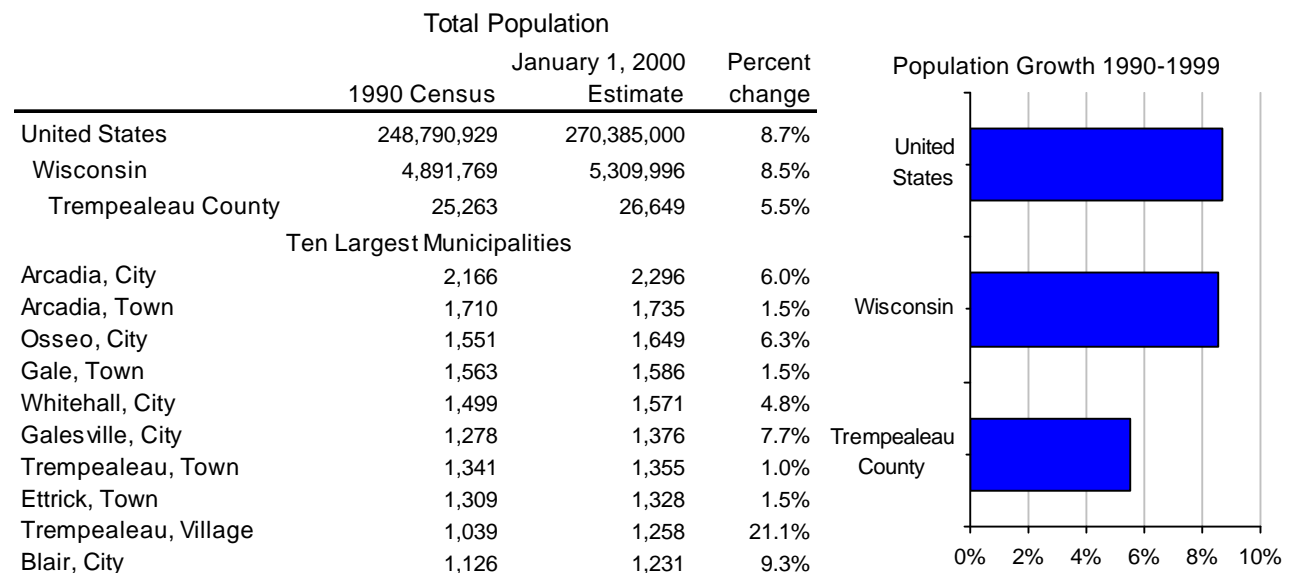
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,
Bill Brockmiller, by telephone (608-785-9337) or email (brockwi@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Trempealeau County Population and Civilian Labor Force

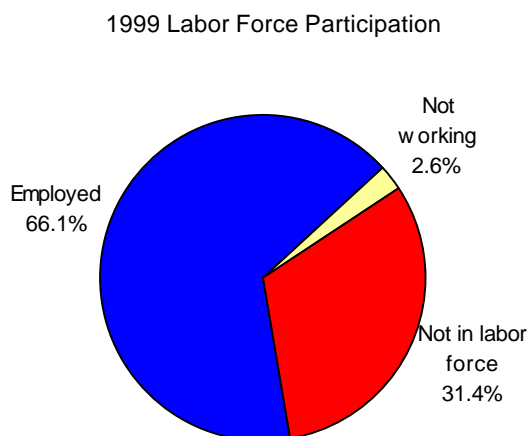
Trempealeau County's population has increased 5.5 percent during the first nine years of the 1990s. That rate of change is smaller than either Wisconsin or the United States. The population trend in Trempealeau County is a drastic change from the 1980s, a decade in which county population fell by three percent. It wasn't until 1998 that Trempealeau County fully regained the population lost during the 1980s decade (1980 population level 26,158). Most of the growth in Trempealeau County during the 1990s has been the result of more people moving into the county than moving out of the county. This pattern reflects positive net migration. Trempealeau County's population also increased by having more births than deaths. This component of population change is called natural increase. Natural increases in Trempealeau County's population has been the smaller of the two components during the 1990s decade, accounting for less than 30 percent of the county's total population increase.



* Trempealeau County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. Readers should keep in mind that people who are "not working" includes people who are "unemployed" and people who are "not in the labor force". "Unemployed" does not include all people who are "not working", some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are: retirees, fulltime students choosing not to work, persons with too many employment barriers to enter the work force, persons that have become discouraged and stopped looking for work, or other people who choose not to work or look for work. Persons in a prison, mental institution, or nursing home are not counted as members of the labor force, nor are they counted as unemployed. The pie chart displayed below provides estimates of employed, unemployed and those "not in the labor force" as a percentage of the civilian non-institutional population. The small increase in population within the county, coupled by



a short supply of persons aged 16-39 has led to a tight labor market and the existence of worker shortages. In the last five years (1994-1999), nonfarm employment grew 15.8 percent, while the civilian labor force actually shrank. A dramatic shift in the composition of the population has taken place over the past few years, baby-boomers are growing older, and their children are having fewer children.

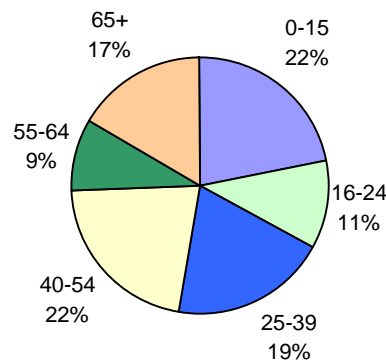
The term used to describe the relationship between the labor force and population is the "participation rate". Trempealeau County has a slightly smaller participation rate than does the nation, and a noticeably smaller participation rate than the State of Wisconsin. Trempealeau County's labor force participation rate is 68.7 percent. The United State's participation rate is 67.1 percent, while the state's rate is 72.3 percent.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The average age in Trempealeau County in 1980 was 32.1 years, by 1990 it had increased to 35.6 years of age. County average age data is not available yet from Census 2000, but one can conclude that Trempealeau County's average age will continue to rise. One of five persons in the labor force aged population pool in Trempealeau is between the ages of 40-54, and another 15 percent is age 65 or older. The resulting structure of the population, and the projected rate of growth should indicate a few areas of concern for planners. First and foremost will be the continuing problem of labor shortages as the percentage of the economically-active population will decline.

Trempealeau County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	5,858	5,842	-0.3%
16-24	2,806	2,994	6.7%
25-39	5,605	5,139	-8.3%
40-54	4,137	5,770	39.5%
55-64	2,236	2,438	9.0%
65+	4,621	4,466	-3.3%



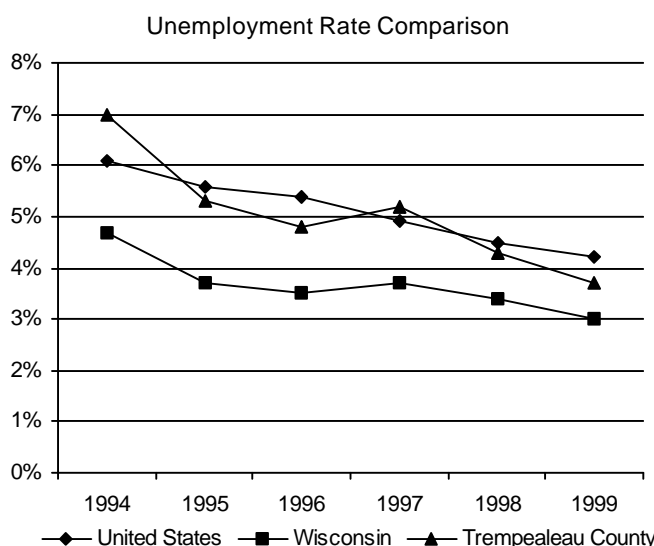
Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Trempealeau County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	14,000	14,200	14,700	14,600	14,500	13,900
Employed	13,000	13,400	14,000	13,900	13,800	13,400
Unemployed	980	750	700	760	620	520
Unemployment Rate	7.0%	5.3%	4.8%	5.2%	4.3%	3.7%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

In many places across the United States, particularly in the Midwest, unemployment rates declined during much of the 1990s decade. However, the size of Trempealeau's decline, has been nothing short of amazing. In 1993, Trempealeau's unemployment rate was 7.3 percent. In the next five years it fell by 3 percent. In 1995 it was lower than the national average for the first time in recent memory. State and national rates were also declining, but not as rapidly. Trempealeau's rate remained below the national average in 1996. In 1997, the rate slipped above the national average again, but returned to it's below national average position in 1998 and 1999. In the years subsequent to the time period detailed on the chart on right, Trempealeau unemployment rates edged above national rates again, but have remained low as compared to the historical record for unemployment rates in Trempealeau County.



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

pealeau usually records its lowest rate for the year, recent September/October rates have ran between 2.5 and 3.6 percent. Statewide rates also bottom out in either September or October of a given year.

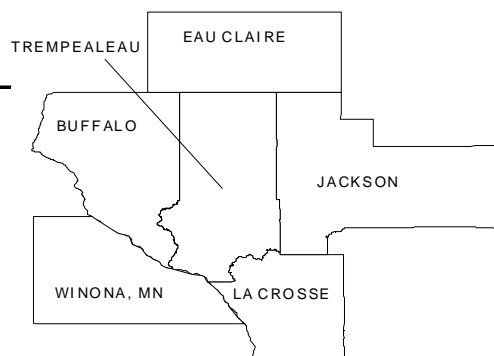
These patterns can be explained by several factors including; Wisconsin's weather patterns, farm growing seasons, manufacturers production schedules, shopping seasons peaks and valleys, and tourist seasons.

Trempealeau County Commuting Patterns

	Commute Into	Commute From	Net Commute
Minnesota, State of	674	125	-549
Buffalo County	119	489	370
Eau Claire County	577	568	-9
La Crosse County	577	301	-276
Jackson County	146	613	467
Elsewhere	325	106	-219
Total	2,418	2,202	-216

Work within Trempealeau County 9,441

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

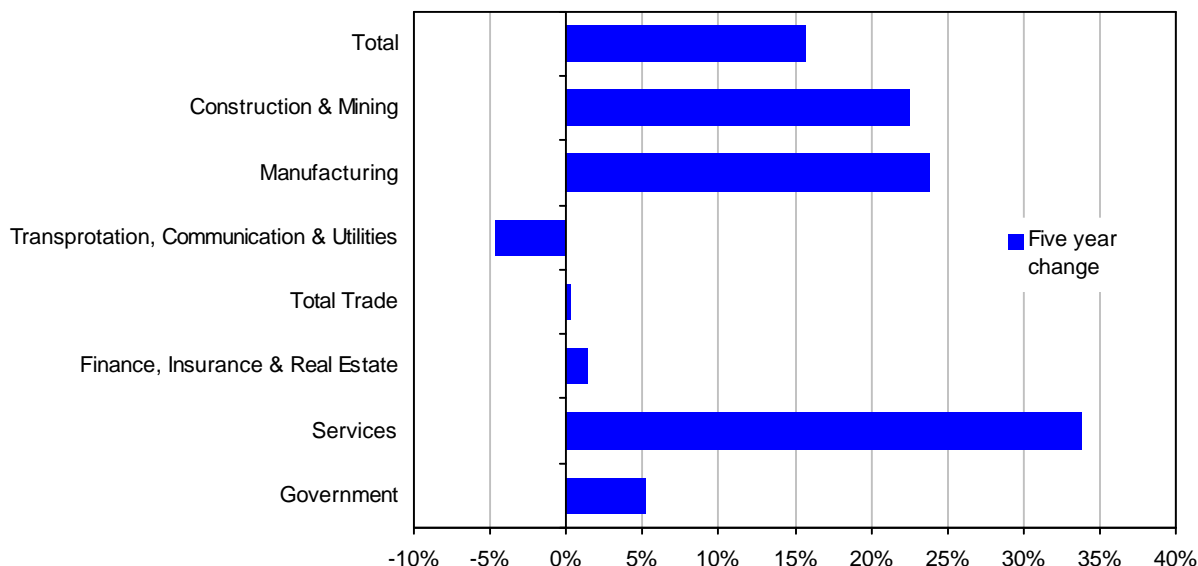


There are many reasons why people will commute to counties other than the one they reside in to work. It could be the case that they need to commute to another county because their county of residence does not offer the type of employment they are seeking. This is likely the case for those commuting into Trempealeau County from Buffalo and Jackson Counties. Trempealeau has a much higher percentage of jobs in the manufacturing industry, and workers from Buffalo and Jackson commute to Trempealeau to work in Trempealeau's manufacturing industry.

Another reason people commute outside their county of residence because another the area they are commuting to pays a higher average wage. This is likely the case for Trempealeau County residents who are commuting to Minnesota for work. Wages for most occupations are higher on the other side of the Mississippi River.

The data detailed above is from the 1990 Census. Commuting data from Census 2000 is not available yet.

Trempealeau County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	10,365	10,882	11,311	11,404	11,704	11,999	2.5%	15.8%
Goods Producing	4,318	4,615	4,870	4,878	5,109	5,346	4.6%	23.8%
Construction & Mining	282	288	305	277	286	345	20.6%	22.6%
Manufacturing	4,036	4,326	4,565	4,601	4,823	5,001	3.7%	23.9%
Durable	2,638	2,873	3,024	3,037	3,199	3,289	2.8%	24.7%
Nondurable	1,398	1,453	1,540	1,564	1,623	1,713	5.5%	22.5%
Service Producing	6,047	6,267	6,441	6,525	6,596	6,653	0.9%	10.0%
Transportation, Communications & Utilities	506	542	539	500	436	483	10.7%	-4.6%
Total Trade	1,839	1,929	1,972	1,945	1,901	1,844	-3.0%	0.3%
Wholesale	401	376	383	395	382	394	3.2%	-1.7%
Retail	1,438	1,553	1,589	1,550	1,519	1,450	-4.6%	0.8%
Finance, Insurance, and Real Estate	302	286	276	291	308	306	-0.7%	1.4%
Services & Misc.	1,541	1,693	1,859	1,945	2,006	2,062	2.8%	33.9%
Total Government	1,860	1,817	1,794	1,845	1,943	1,958	0.7%	5.3%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

At first glance, it would appear that the construction industry added a large number of jobs to the Trempealeau County economy during the time period 1994-1999. Construction employment increased by 22.6 percent in the five year time span. However, numerical gains in employment during this time period for the construction industry in Trempealeau County amounted to just 63 jobs. More impressive on a numerical basis, are the increase in jobs in the manufacturing and service industries. During these five years, manufacturing employment increased by almost 1,000 and service industry employment added over 500 jobs.

Trempealeau County is a goods producing county. In 1999, based on a percentage of total county employment, Trempealeau County had the fourth largest goods producing employment level in the state.

Trempealeau County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Furniture And Fixtures	*	*	*	*
Health Services	23	1,123	-37	143
Educational Services	8	1,100	55	147
Food And Kindred Products	12	850	-34	158
Rubber And Misc. Plastics Products	*	*	*	*
Eating And Drinking Places	58	569	21	-3
Trucking And Warehousing	30	425	100	21
Industrial Machinery And Equipment	9	410	16	-19
Automotive Dealers & Service Stations	25	377	24	78
Executive, Legislative, And General	26	322	6	5

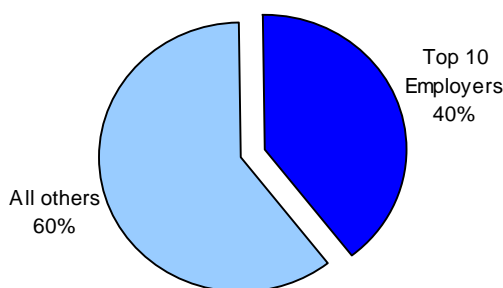
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Top 10 Private Employers

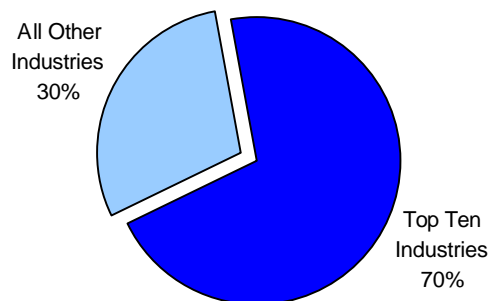
Company	Product or Service	Size
Ashley Furniture Industries	Household Wood Furniture	1000+
Kelsey Hayes	Plastic Products	250-499
Gold'n Arc	Poultry Processing	250-499
Ashley Distribution Services	Motor Freight Transportation	250-499
Northern Automotive Systems	Plastic Products	100-249
Westfaliasurge	Farm Machinery and Equipment	100-249
Franciscan Skemp Medical Center	Medical Care	100-249
Tricounty Memorial Hospital	General Hospital	100-249
JB I LP	Metal Fabrication	100-249
Whitehall Specialties	Dairy Products	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

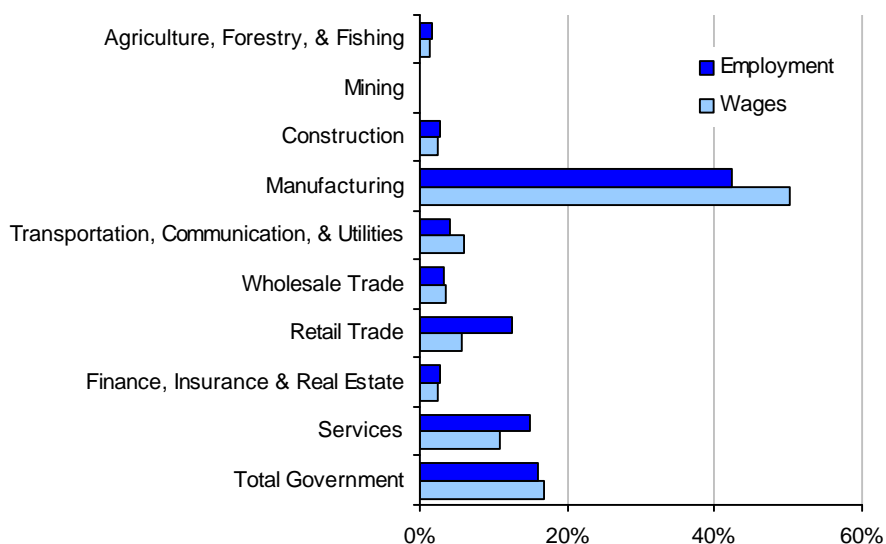


There are 709 employers in Trempealeau County (as of the 1st quarter 2000). As demonstrated above, the top ten private companies absorb 40 percent of total county employment. This is mainly due to the small size of the county's labor force and the dominance of a small number of firms which employ large numbers of workers, generally in nondurable manufacturing. This is further indicated by the fact that the top ten industries absorb over 70 percent of county employment, although the types of industries are generally diverse. Six of the ten largest private employers are in the manufacturing industry. However, only four of the ten largest industries are in manufacturing.

Trempealeau County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,427	\$29,609	79.1%	7.0%	27.2%	11,744
Agriculture, Forestry, & Fishing	\$20,269	\$21,499	94.3%	-2.8%	2.0%	178
Mining	*	\$39,968	*	*	*	*
Construction	\$22,534	\$36,772	61.3%	1.7%	37.0%	305
Manufacturing	\$27,782	\$37,773	73.5%	9.9%	29.8%	4,981
Transportation, Communications, & Utilities	\$34,566	\$34,523	100.1%	-1.2%	29.1%	482
Wholesale Trade	\$25,888	\$38,048	68.0%	3.4%	36.7%	389
Retail Trade	\$10,935	\$15,066	72.6%	6.1%	18.8%	1,455
Finance, Insurance, & Real estate	\$21,608	\$37,911	57.0%	2.6%	22.8%	303
Services	\$17,272	\$26,041	66.3%	6.3%	30.8%	1,741
Total Government	\$24,510	\$32,017	76.6%	1.1%	19.6%	1,889

Total Employment and Wage Distribution by Industry Division



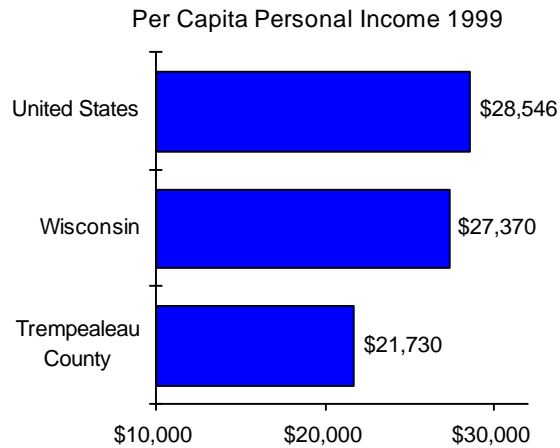
Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The table and chart located above provide information regarding wages for Trempealeau County workers and their relationship to employment. Average wages at the county level are about 80 percent of statewide averages for all industries.

Manufacturing employment represents 42.4 percent of total employment and 50.3 percent of wages paid in Trempealeau County. Overtime wages influence the total earnings of many manufacturing workers. In addition, entry level wages in manufacturing are higher than the entry level wages found in the retail trade and service sectors.

At 12.4 percent of total employment, Trempealeau County has one of the lowest employment levels in retail trade in the Western Wisconsin area. Many residents of Trempealeau County travel south to La Crosse or west to Winona, Minnesota to make major retail purchases. In addition, Trempealeau does not receive as much tourism revenue as some other areas in Wisconsin. In 2000, an average of \$1877 per state resident was spent by tourists in Wisconsin. In Trempealeau, travelers spent only \$1179 per county resident.

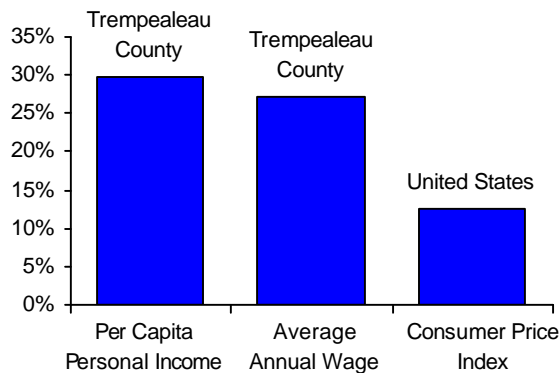
Trempealeau County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages, self-employment, dividends, interest, rent, and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Trempealeau County was 79 percent of the state's PCPI; and the county's per capita income ranked 42 of Wisconsin's 72 counties in 1999.

The PCPI in Trempealeau County, which increased 29.7 percent in the last five years, grew at a faster pace than the state or nation but still lagged behind the state or national actual PCPI in 1999. Trempealeau's robust grow of 5.9 percent from 1998 to 1999 was almost double the rate in inflation during that year.

Comparison of Selected Data: 1994 - 1999



Over the past five years, Trempealeau County wages earned have increased by 27.2 percent. The change in average annual wages in Trempealeau County grew twice as fast as rate of inflation as measured by the Consumer Price Index during the five year time period.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Trempealeau County	\$16,748	\$17,320	\$18,776	\$19,163	\$20,523	\$21,730	5.9%	29.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Assemblers, Electronic	\$ 10.08	\$ 9.24
Assemblers, General	\$ 10.79	\$ 11.08
Amusement & Recreation Attendants	\$ 7.45	\$ 6.92
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Hotel/Motel Clerk	\$ 7.47	\$ 7.39
Janitor/Cleaner	\$ 9.50	\$ 9.14
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Production Worker - Helper	\$ 10.73	\$ 10.26
Registered Nurse	\$ 21.21	\$ 20.21
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24
Woodworking Machine Operators	\$ 10.59	\$ 10.11

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor mark tightens employers offering low wages migrate closer to the mid-point.